

LOCOMOBILE CARS RETURN TO SHOW

Exhibit Shows Sporting Types
as Well as Strictly Formal
Closed Cars.

The Locomobile is seen again at the New York automobile show after an absence of several years. No effort has been spared to make its exhibition an imposing one. While space will not permit showing the entire line, the models on exhibition show a wide variety of types from the sporting to the strictly formal.

The sporting type is best expressed by the four passenger touring car, more popularly known as the Locomobile "Sportif." This is a development of the racing car and is strictly continental in design. Unlike the customary racing types, the Sportif has made every provision for driver and passenger comfort, the use of an extra long steering post permitting the front seats to be set nearly amiships, with the attendant improvement in the car's riding qualities. This particular car is striking in color as well as in design, being painted a special shade of medium dark red with light red wheels and springs. Another development in the four passenger type is the double cowl four passenger touring. This is, of course, a custom built model and it possesses a marked individuality. The extra cowl extends back to the rear seats and offers complete protection to the passengers. The distinctive appearance of the close coupled body is further brought out by the smart "toria" top. It is painted a celestial blue and has dark blue leather upholstery to match.

For a strictly formal car the limousine represents the accepted standard for society. While extremely large and roomy, its low suspension and long wheel base do away with any suggestion of bulkiness. Like all formal cars, the lines are of necessity conventional. The superb coachwork and the numerous refinements, combined with a quiet but distinctive color scheme of black and medium dark blue, have led many to believe it a special custom built car, although it is the standard model.

The Locomobile coupe-limousine, though not as formal in line as the standard limousine at the first glance, appears even more so on closer inspection because of its severely tailored appearance. The color is solid black, unrelieved by any striping, and the interior is finished in a special dark tan broadcloth, with metal fittings to match. Motorists who enjoy tracing the ancestry of cars will recognize this type as a development of the old fashioned horse drawn brougham, which played such an important part in the social life of our grandfathers.

Less formal but equally distinctive is the cabriolet, upon which the designer has achieved that difficult objective—making the car appear equally smart when entirely open as well as when closed. When the rear end is folded down the driver's partition and the side door frames may be left up, giving the passenger protection on three sides.

DOES YOUR AUTO VIBRATE?

at one or more engine speeds?
Find out how to avoid that condition
in selecting a new car.
Visit Booth D-211, Automobile Show.

Sturdy Stutz Coupe Is Beauty, Too



By W. N. THOMPSON.

President of the Stutz Motor Car Company of America, Inc.

Matching the mechanical perfection and engineering superiorities of the Stutz engine and chassis is the beautiful coupe, distinctive, dignified, artistic, pleasing in lines and design and built by custom makers to the most exacting standard of Stutz quality and Stutz beauty and grace of appearance.

The body of the coupe is full aluminum. All woodwork used in the construction of the body is the finest wood; every piece is selected carefully to make it conform with the high, quiet dignity and impressive simplicity of design.

The interior is roomy and luxuriously appointed to the minutest detail, including smoking set and heater. Four persons are accommodated comfortably. The driver's seat is slightly forward. The main seat is for two and the extra seat, at the left of the driver, folds under the dash when not in use. There is a carrying compartment directly in the rear of the driver's seat and a convenient arm rest and rest for the occupant of the extra seat.

Ultramarine blue is the color of this exclusive coupe, with a black body line above the window lines. The fenders, wheels and splash apron are treated in black enamel. The driver's seat is upholstered in blue Spanish leather, while the other seats, as well as the remainder of the interior color scheme, are of a bluish gray wool cloth material of the highest grade. All interior hardware is of satin nickel finish.

The electric dome light flashes on when the doors are open, illuminating the interior and the steps for persons entering or leaving the car. It is controlled also by a push button inside the car. The special door lock is neatly secreted beneath a silver panel.

Ventilation is obtained through the windshield and a special ventilator in the cowl. The door windows may be lowered or raised by means of a small and easily operated crank and the side windows by means of a Pullman style catch.

Special appliances prevent rattling of doors and the whole body construction reduces body noises to a minimum. Naturally such a car as this is not built in quantities. It has been designed and constructed as carefully as if it were built to the individual requirements of the most discriminating purchaser. Only a limited number of these coupes will be built this season.



SHERIDAN IS NEWEST CAR.

Latest Automobile of General Motors Group Shown on Broadway.

The Sheridan car, announced last year but not ready then for exhibition, will be seen for the first time in New York this week at 1750 Broadway, at Fifty-sixth street.

Much interest has been displayed in this new addition to American motor cars by those who knew it was being produced at the Sheridan factory, a division of General Motors, at Muncie, Ind. J. G. Wilmoth, general sales manager of the company, will be on hand during the week to point out the fine points in his new car to dealers and others who will drop in to look it over. The Sheridan is made in four and eight cylinder models. The line includes roadsters, touring and sedan types.

NEW DORT MODELS ARE BIG SURPRISE

Unusual Interest Shown in
Fine Looking Line From
Flint, Mich.

One of the surprises of the show is the new family of body models introduced on the Dort chassis. To be sure, those "wiseacres" who had heard of the new Dort body factory at Kalamazoo, Mich., and the engagement of William A. Henderson, formerly chief designer for Holbrook & Co., as its manager, might have guessed that something of the sort was in the air. Again, those who had met J. D. Dort in New York during his frequent sojourns of the last two years could scarcely have escaped absorbing the fact that he was "riding a hobby" and that "hobby" was body design.

Mr. Dort spent a lot of time on this subject and had several models built and rebuilt. Mr. Henderson, who has personally designed more special coaches for celebrities at home and abroad than most any other living man, worked very closely with Mr. Dort during this time and finally formed a permanent connection with the Dort company.

It may be said without fear of contradiction that the outcome of Messrs. Dort and Henderson's New York conferences and experiments, now on view at the Grand Central Palace, justify fully the reputation and efforts of these men. The radiator on these new models is indicative of a certain European maker, but still not enough to impair the Dort "personality." There reminiscence ceases. In fact, "personality" is born in on one upon viewing the 1921 models for the first time. These cars are almost exclusively Dort.

The long, sleek lines are not deceptive as to stretch room, as is so often the case. There is room, and plenty of it, in this Dort for both driver and passengers. However, storage space has not been sacrificed. Roomy pockets in the doors and compartments under the seats, plus space under the rear deck of the roadster and coupe, provide for luggage, tools and miscellaneous articles. A unique innovation is the pocket in the back of the front seat of the touring car for the storage of side curtains.

Huge New Home of Bowman Company.



"The automobile and the railroad mean transportation. Man cannot get along without transportation. It is really a primal instinct with him," said Sidney B. Bowman, president of the Sidney B. Bowman Automobile Company, metropolitan distributors for the Kiesel custom built six and the Grant six, yesterday at the show.

"The automobile is a great success because it appeals to this instinct and satisfies it more than any other means of transportation. For short and moderate distances it has all the speed and advantages of railroad transportation, with none of its disadvantages. It is a great improvement on any former means of personal transportation on account of its speed. An automobile is really a private railroad train that does not run on rails, is not tied down to any schedule and is therefore, with its modern dependability, at the beck and call of the owner at all times. For these reasons the future prosperity and further growth of the automobile industry is assured.

"During 1921 there will be a greater demand than ever before, because of the larger number of old cars that will have to be replaced and because the demand for cars by new owners is growing steadily every year.

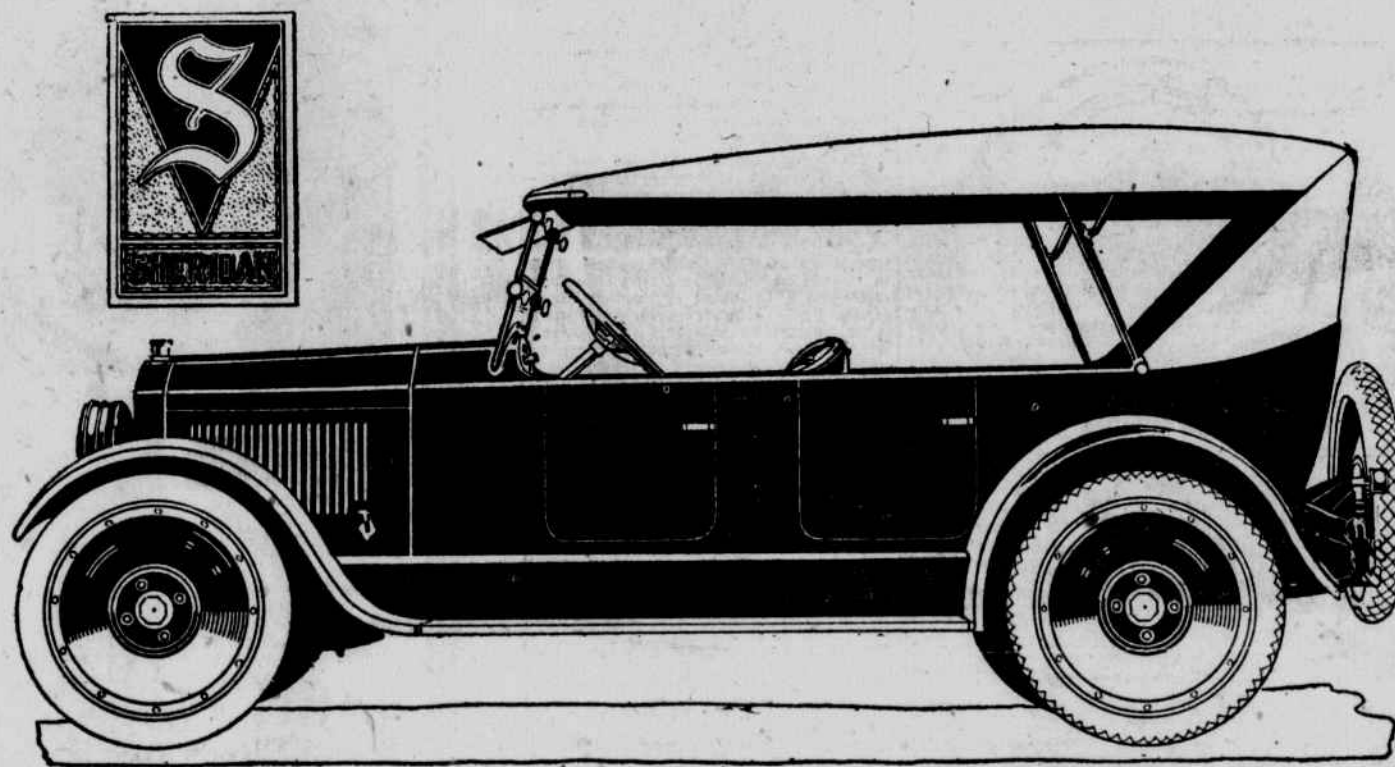
"Automobile statistics show that the average life of an automobile in the past has been about five years, and that every year, with the exception of one year, the number of cars scrapped and replaced by new ones equalled approximately the annual production of five years back. The one year that is an exception to this rule is 1918, when war activities curtailed production. "The first year of big production was 1916, when 1,600,000 cars were built. This means that 1921, which is five years later, will be the first year of a big annual replacement of old cars by new ones.

"The annual number of cars purchased by new owners has grown from 1,000,000 in 1916 to 1,500,000 in 1920. The average for the five years is 1,300,000 cars. When to this figure is added the number of cars required for replacements it is seen that the total potential demand for 1921 is far in excess of the biggest annual production to date, which was about 2,200,000 cars of all kinds for 1920.

"The faith of the Bowman Automobile Company in the future of the automobile industry is evidenced by the large new general office and service building which they have just completed, and which was specially designed and built by them to accommodate the great variety of work necessary in connection with the successful distribution of a large number of automobiles and trucks and the rendering of high class service to owners and dealers in the metropolitan district. This building covers the entire Broadway frontage of the block between 131st and 133d streets. The five floors comprise a floor area of over two and one-quarter acres."

"Baker's elapsed time from Tia Juana to Medford, Ore., was twenty-four hours. The fastest train schedules between these two points, employing the Lark and Shasta Limited trains, is approximately eighty-six hours.

In the crossing of the six mountain ranges, encountered on the trip, Templar demonstrated again not only a remarkable degree of dependability, but great hill climbing ability as well.



The Sheridan

The Car Complete

In the Sheridan—the latest unit of the General Motors Group—we pledge to the buyer a car so complete in every detail, of such abundant power, so sound mechanically and of such refinement as to give the owner the constant, satisfying service to which his investment entitles him.

It is a car of superior quality—better built, better trimmed, better finished—yet selling at a moderate price.

It is the outgrowth of automotive experience covering the life of the industry. The results are evident in a car of beauty, stability and completeness.

No detail that will insure easy driving and lounging comfort, efficient upkeep and extra years of service, has been omitted.

The Sheridan is a *finished* car. It is *the car complete*. The line consists of four and eight cylinder types with five and seven passenger open and sedan models, also roadsters and coupes.

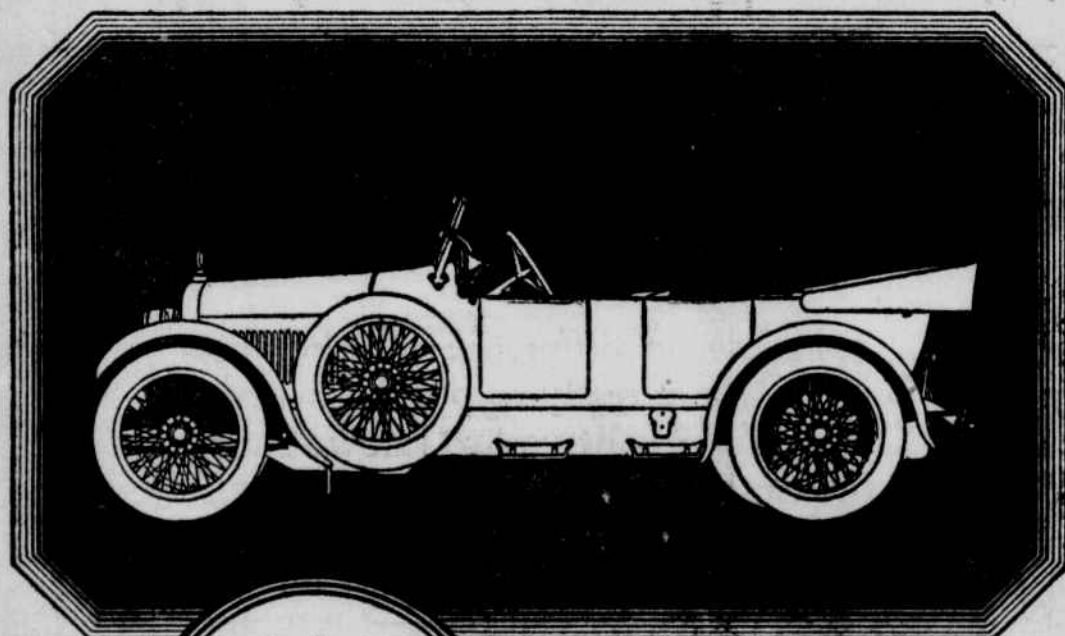
The Sheridan has been in continuous production since September

The Sheridan exhibit during show week will
be at 1750 Broadway, corner 56th Street.

Sheridan Motor Car Company

Division General Motors Corporation

Muncie, Indiana



New Models—Series 3
The H. C. S.

Designed and Built by
Harry C. Stutz

On Display
Hotel Astor
Louis XIV Room

von Kattengell Motor Sales Corp.
Metropolitan Distributor
1830 Broadway

H. C. S. MOTOR CAR COMPANY

INDIANAPOLIS, U. S. A.

HARRY C. STUTZ, President